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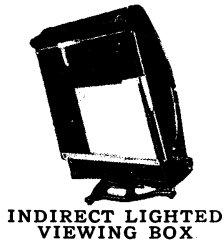
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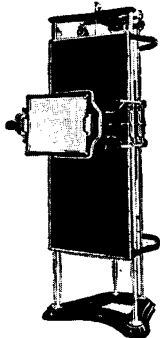
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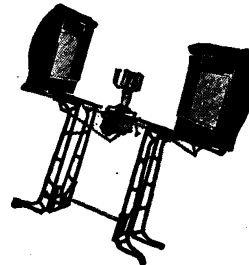
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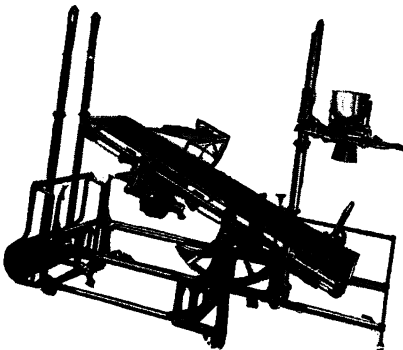
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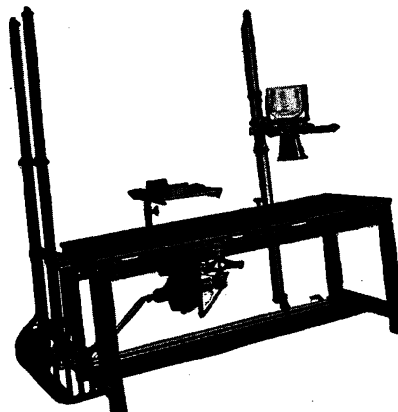
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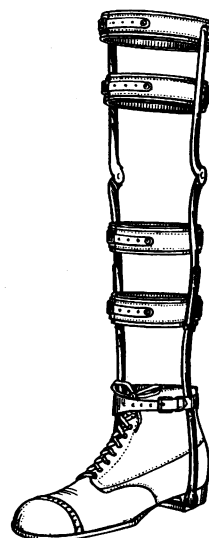
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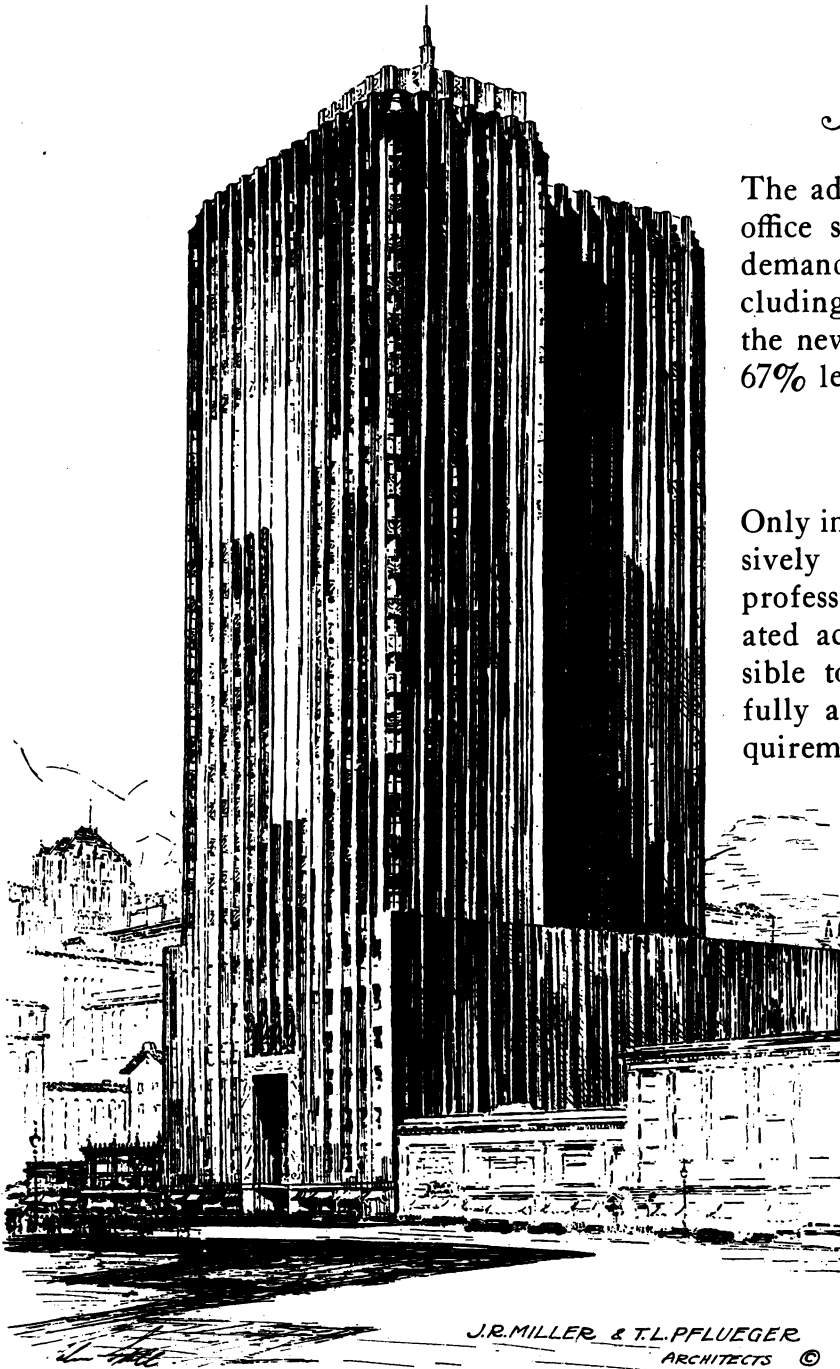
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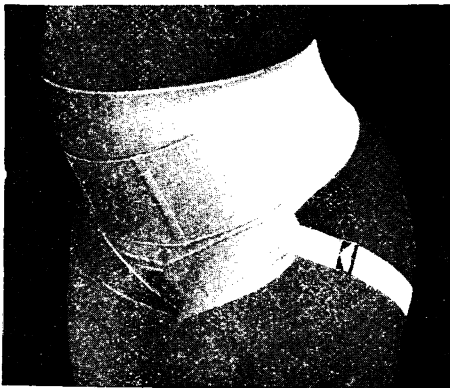
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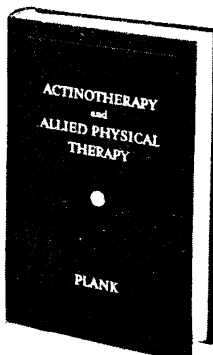
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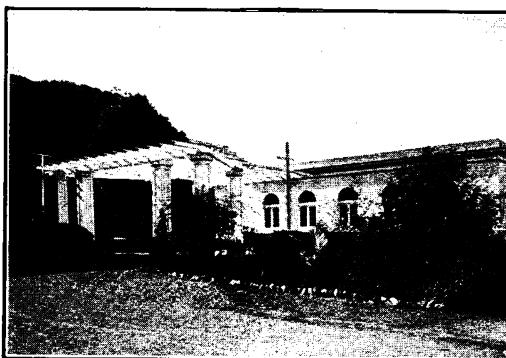
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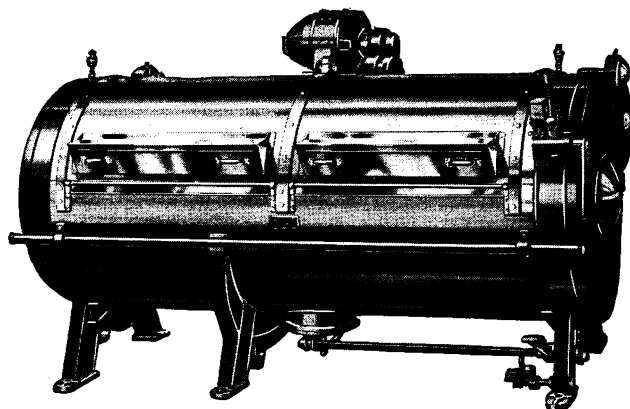
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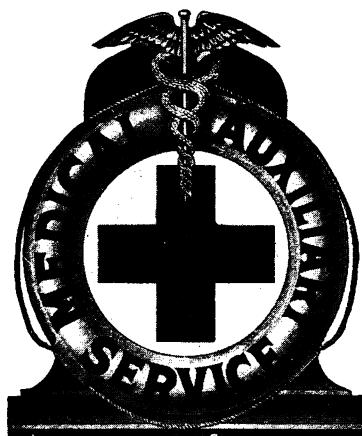
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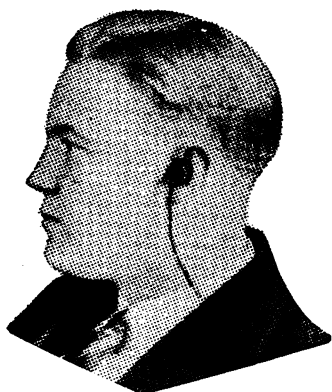
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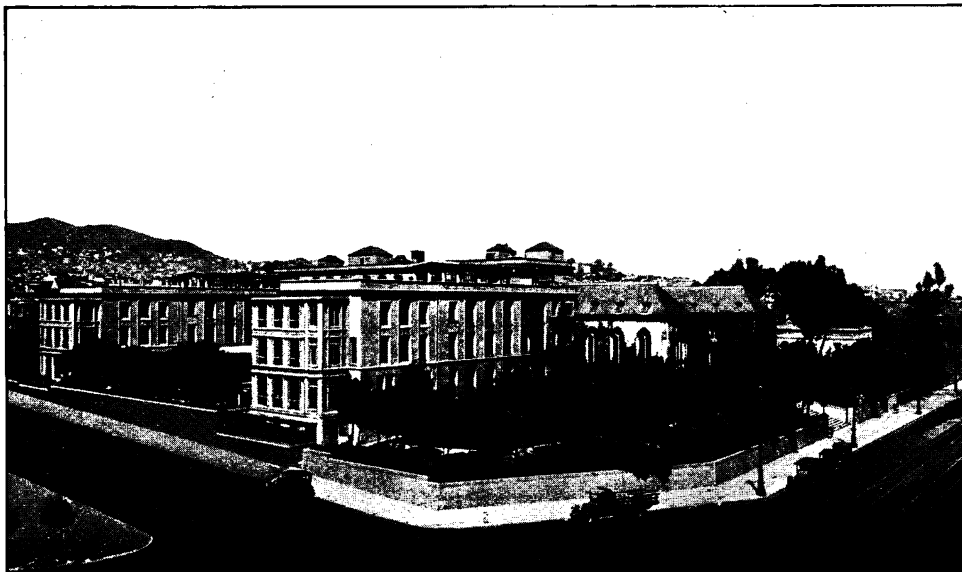
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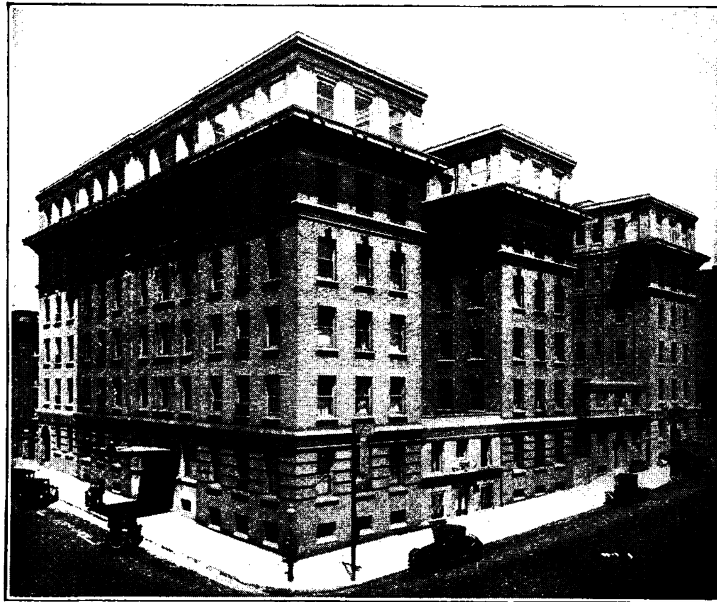
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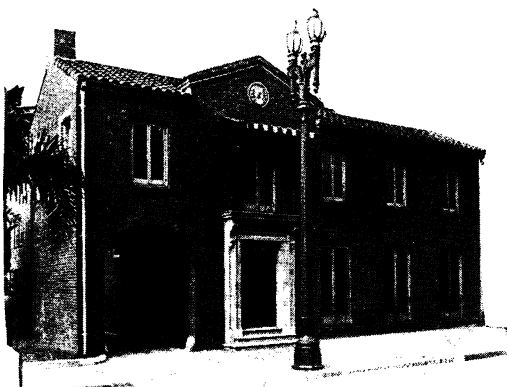
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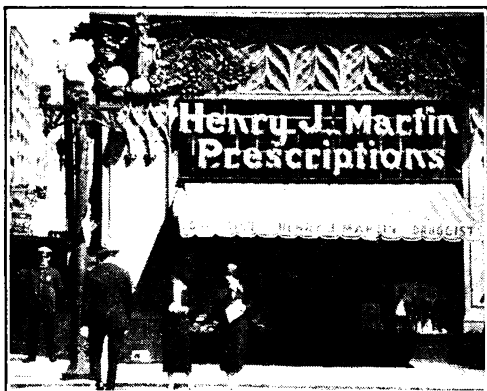
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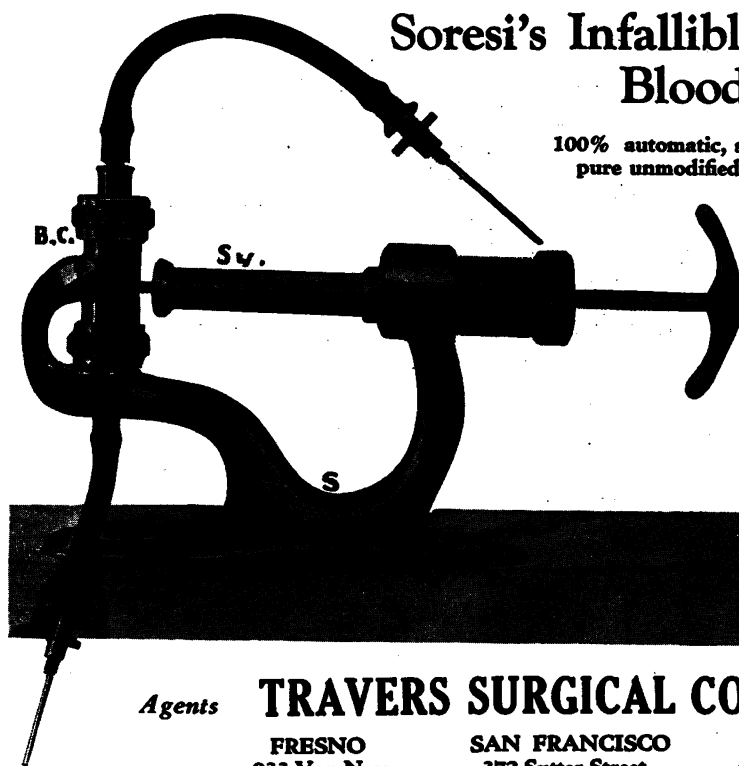
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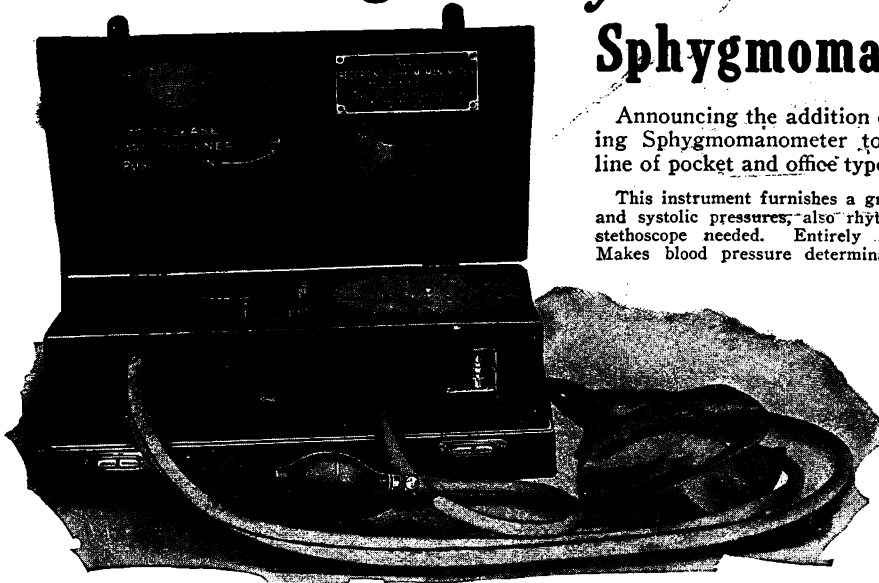
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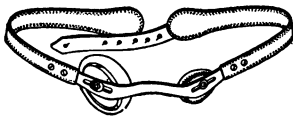
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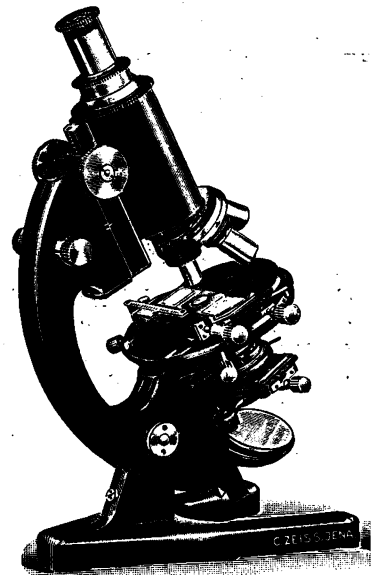
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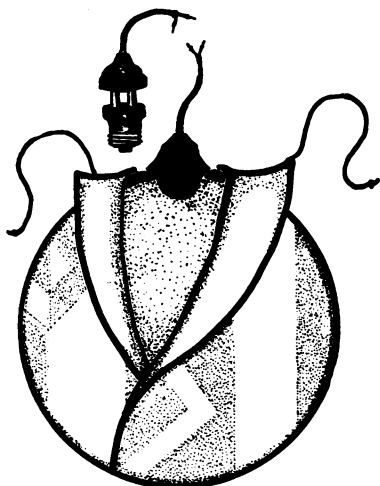
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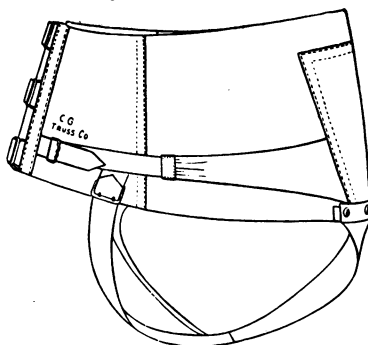
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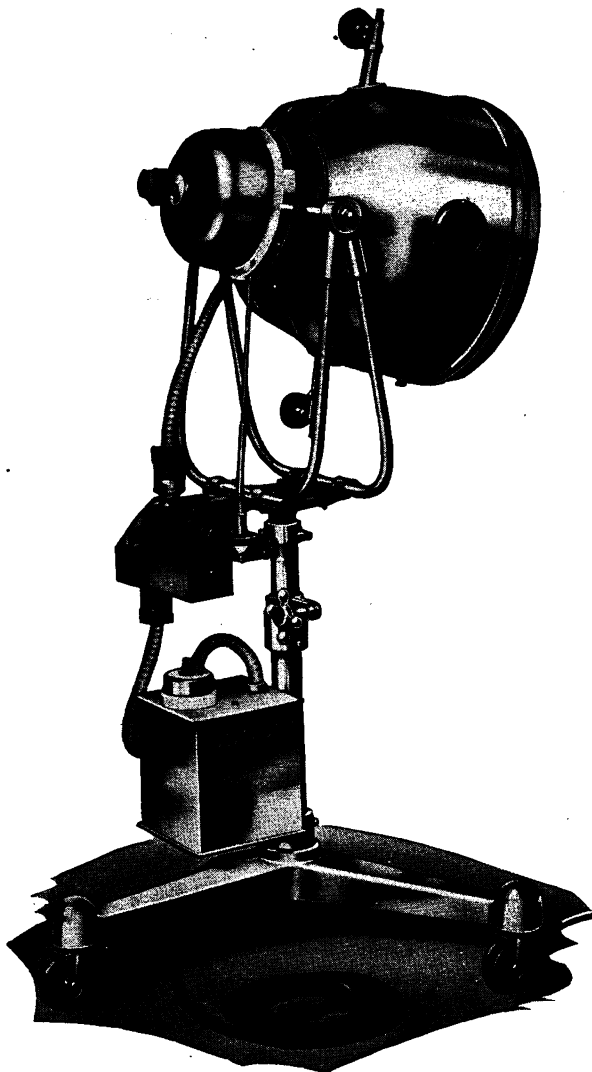
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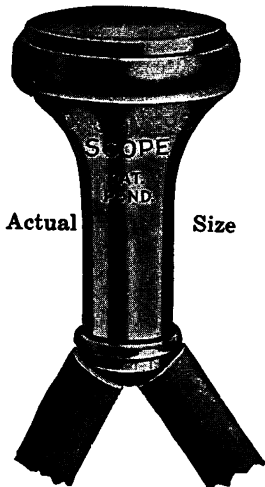
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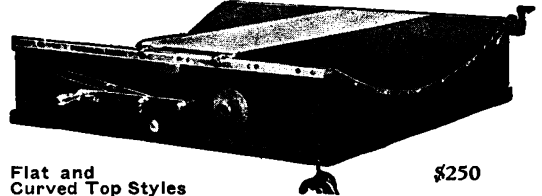
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BRADY'S POTTER BUCKY DIAPHRAGM insures finest radiographs on heavy parts, such as kidney, spine, gall bladder or heads.

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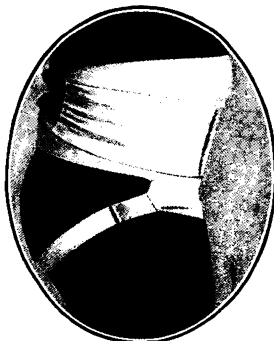
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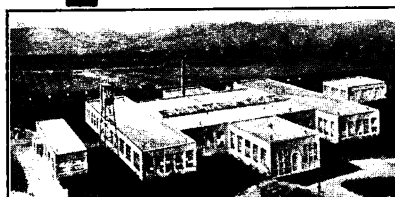
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Puritas Water and the California Medical Association

AT THE Commercial Exhibit in connection with the fifty-seventh annual convention of the California Medical Association in Sacramento, April 30 to May 3, only one exhibit of distilled water will be noted. During the past two years the announcements of Puritas Water Division of the Los Angeles Ice and Cold Storage Company have appeared in CALIFORNIA AND WESTERN MEDICINE. In these announcements nothing has been said regarding Puritas Water; the space has been used to present certain facts regarding the physiologic, hygienic, prophylactic and therapeutic value of various types of drinking water.

The consensus of national authorities, as expressed in these announcements, indicates strongly that there are no curative properties or hygienic values in ordinary spring water that are not found in any water of equal sanitary quality; that the

presence of mineral salts in drinking water adds no therapeutic quality; that spring water cannot be classed as "pure water" in the scientific sense; and that properly distilled and aerated water has all the health-giving qualities found in any type of water; that such water is pronounced wholesome—the ideal drink—and that the absence of minerals in water does not inhibit bone growth or impair its value in nutrition.

The Journal of the American Medical Association and the publications of the Association have repeatedly called attention to erroneous statements regarding alleged therapeutic value of lithia water, radium water and mineral water and progressive physicians everywhere are assisting in the education of the public regarding the importance of purity in drinking water.



DIVISION

Los Angeles Ice & Cold Storage Company

W. G. Eisenmayer, *Vice-Pres. and Gen. Mgr.*

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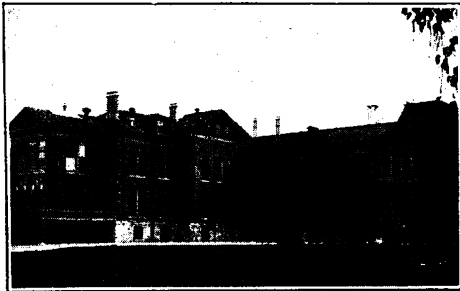
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San Francisco



For Medicinal, Industrial and Drinking Purposes

Wake Up the Dormant Accounts!

*Our bookkeeper fails
to find your account
settled on our books.
Please help him out.*



PAST DUE!

*This Account has no doubt escaped
your notice. Will you please favor us with
a remittance by return mail and oblige?*

**THIS ACCOUNT
IS PAST DUE.
PLEASE REMIT.**

Regarding Your Past-Due Account

Our records show that several statements and reminders have been sent you regarding the enclosed statement.

If your circumstances have made it impossible for you to pay the amount due, kindly write us promptly to that effect. Our office will then endeavor to extend all possible courtesies.

You appreciate, we are sure, that physicians, like other citizens, must pay their bills promptly. They can only do so, however, when their own clients in turn pay them promptly for such professional services as may have been rendered.

A check to cover your account, which is now considerably overdue, will be appreciated.

Final Notice

In practically all businesses the custom which is generally followed with overdue accounts is to send such to a collecting agency.

Our bookkeeper has nothing in the records of the office to show when you intend to pay the enclosed account. Perhaps the previous statements and reminders may have been overlooked or ignored.

Following the rule of this office, this overdue account will be sent to the collecting agency within ten days if arrangements for its settlement are not made prior to that time.

This collection bureau method is disagreeable to us; and we believe, also to you. By promptly sending your check all this can be avoided.

When an account is sent to the collecting agency that organization takes full charge of it thereafter.

IN THE "Miscellany" section of the September, 1927, issue of CALIFORNIA AND WESTERN MEDICINE, page 398, appeared an article relating to the "collection of fees." Following this publication, numerous orders for printing the series of gum stickers and notices as shown in the article were received by us. We therefore concluded to stock them.

Since first we put the series on the market as a stock item, the demand has grown so great that we have been compelled to print them in much larger quantities. This volume-printing has enabled us to produce them at a considerable reduction over the first printing and we are pleased to pass the saving on to the profession.

The prices quoted below are for the complete series—three gum stickers and two notices, as reproduced in this ad. The price includes postage:

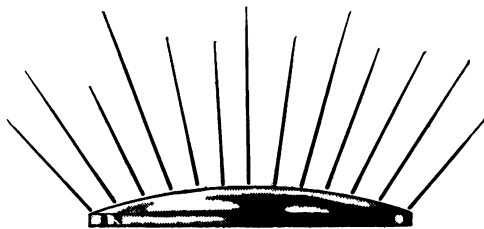
250	\$ 6.75
500	9.00
1000	13.50

We shall be pleased to quote you on any other piece of printed matter for which you may be in the market.

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The name Soft-Lite is thoroughly descriptive. Soft-Lite softens light; that's all. It is not designed for special occupational uses such as arc welding, glass working, etc. Soft-Lite is a safe, comfortable, good-looking lens which absorbs glare and halation. It is made in three graded tints to serve all general purposes. Color perception is not lowered nor visual acuity diminished.

Soft-Lite is not habit forming.



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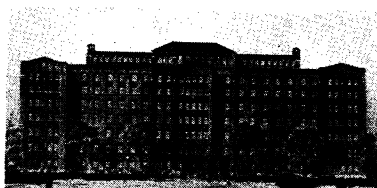
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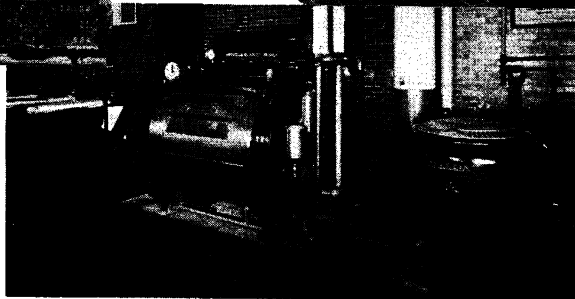
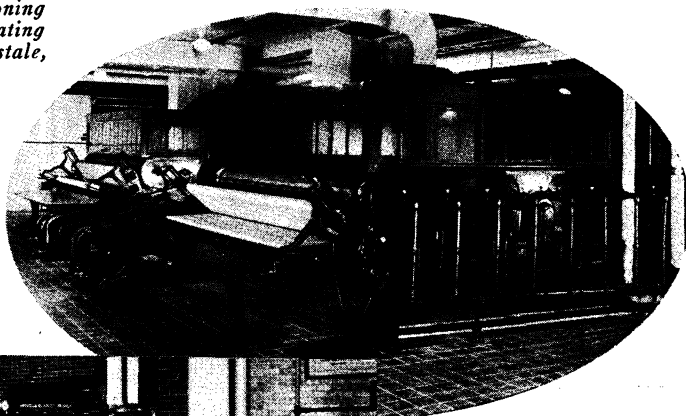
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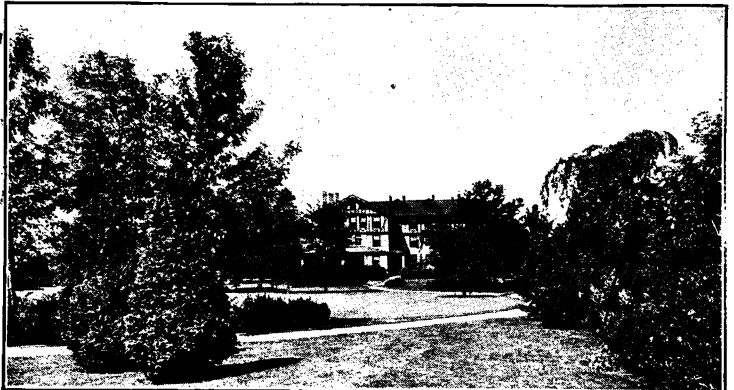
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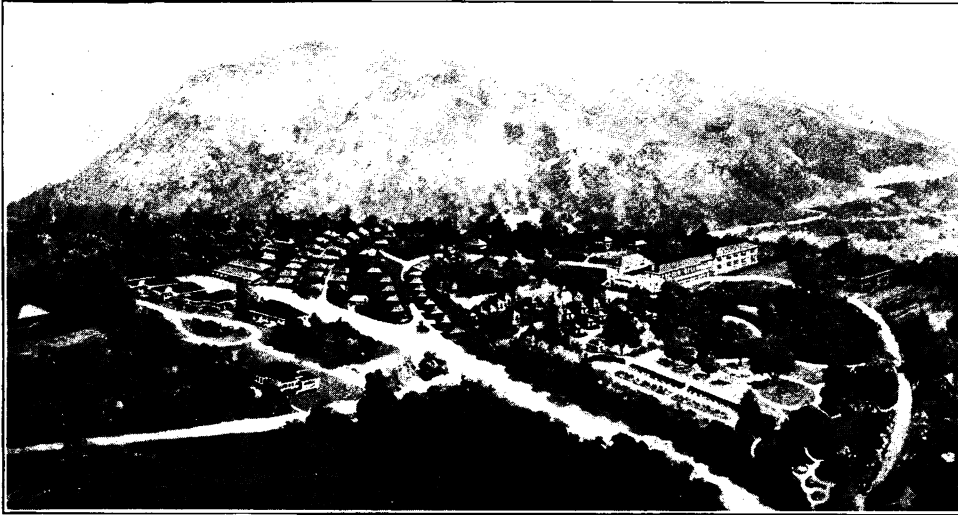
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Separate enlargements of this engraving and "Habit Time" mailed free on request.

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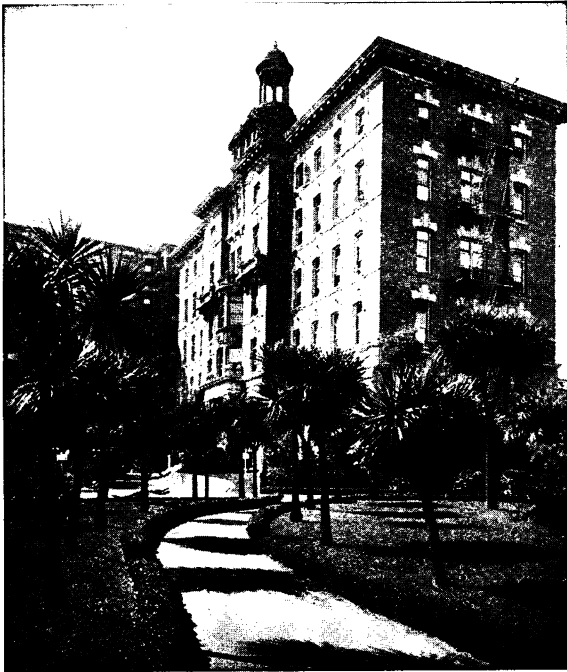
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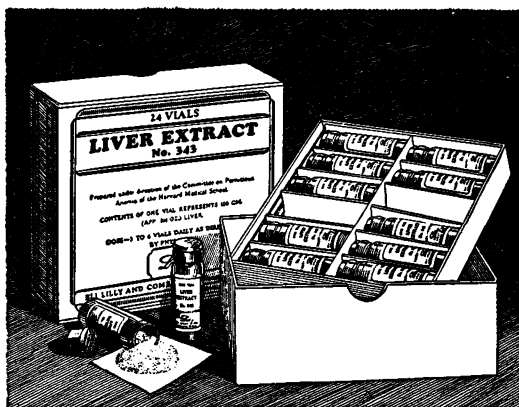
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UNDER DIRECTION OF THE COMMITTEE ON PERNICIOUS ANEMIA
OF THE HARVARD MEDICAL SCHOOL

For Use in Treatment of Pernicious Anemia

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Liver Extract No. 343 is available as a powder. To insure stability, it is supplied in hermetically sealed vials. It is soluble in water and of high potency. The amount contained in each vial represents 100 grams (approximately 3 1/2 ounces) of fresh, raw liver.

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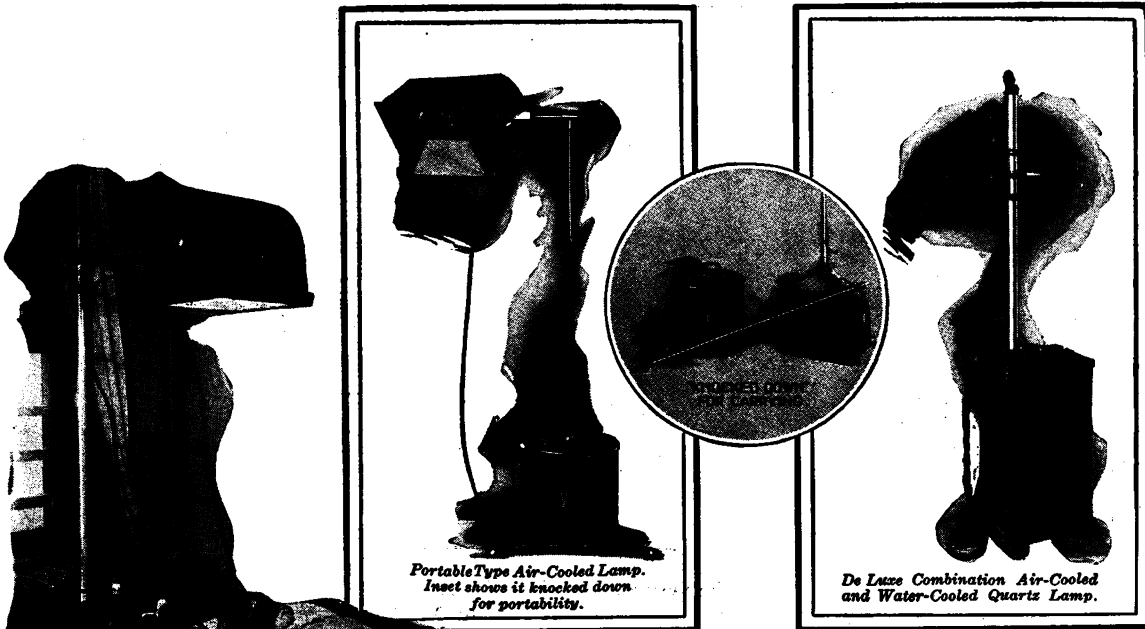
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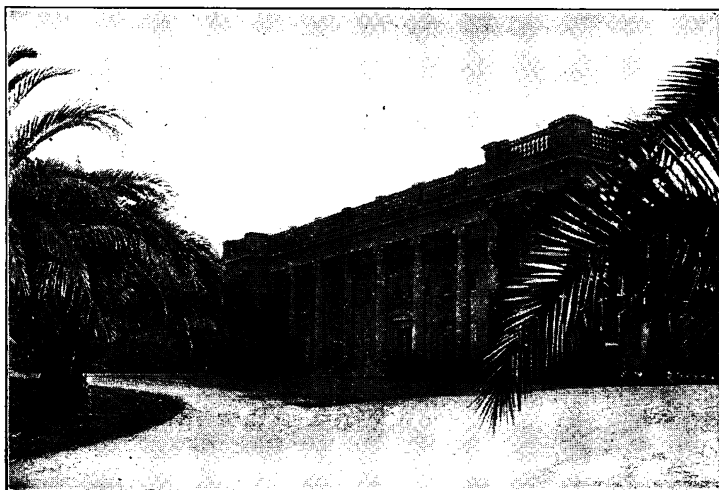
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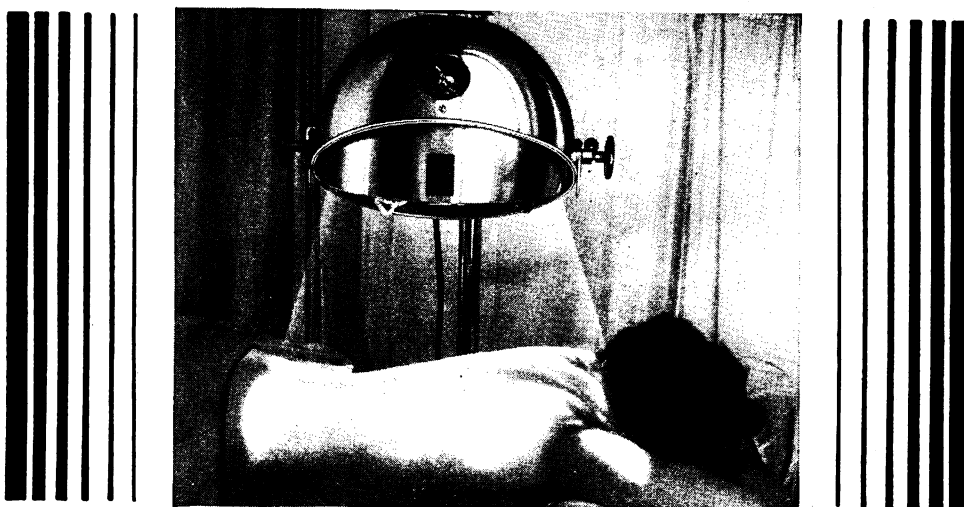
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ALPINE SUN LAMP

The application of this modality to many specific ailments is discussed in authoritative books and papers. Ask for references along the line of your interests.

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Chestnut Street & N. J. R. R. Avenue, Newark, N. J.

Gentlemen: Please give me references to medical discussions regarding the use of quartz light in treating _____ 47

Dr. _____

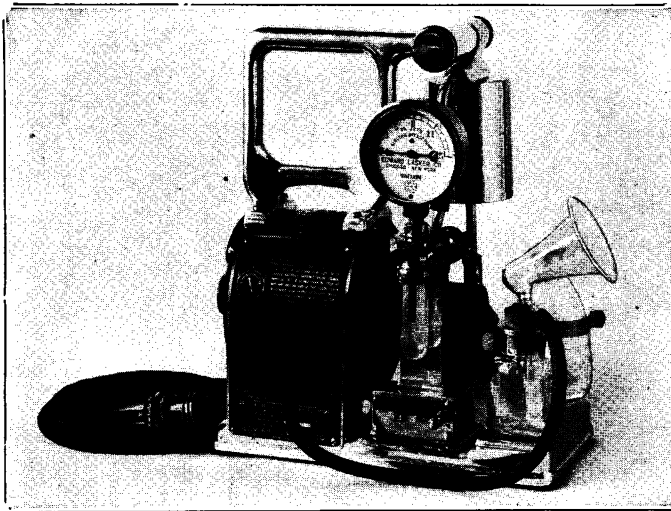
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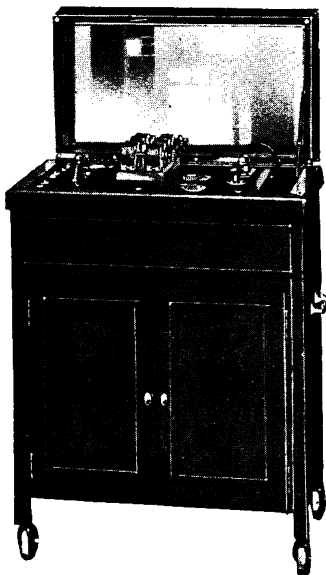
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is a safe and time-saving dressing not only post-operatively, but also for office use and emergency practice.

It is complete, for one glazed-paper envelope contains the sterilized pad while a separate (but contained) glazed-paper envelope contains two strips of adhesive plaster of suitable length and width.

The pad itself is of oval shape, a thick layer of cotton sandwiched between gauze. The aseptic strips may also be applied at a 45° angle. 1 dozen in a box; list price, 85c per box.

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are also an esthetic package either in the doctor's pocket or for the patient to supply himself for bedside use.

Each envelope is sealed and contains 2 Wooden Tongue Depressors and 2 Wooden Stick Applicators (cotton tipped). 1 dozen in a box; list price, 85c per box.



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New Brunswick, N.J., U.S.A.

Please send samples:

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5" double scale milliampere meter with double scale—0 to 1500 and 0 to 6000.

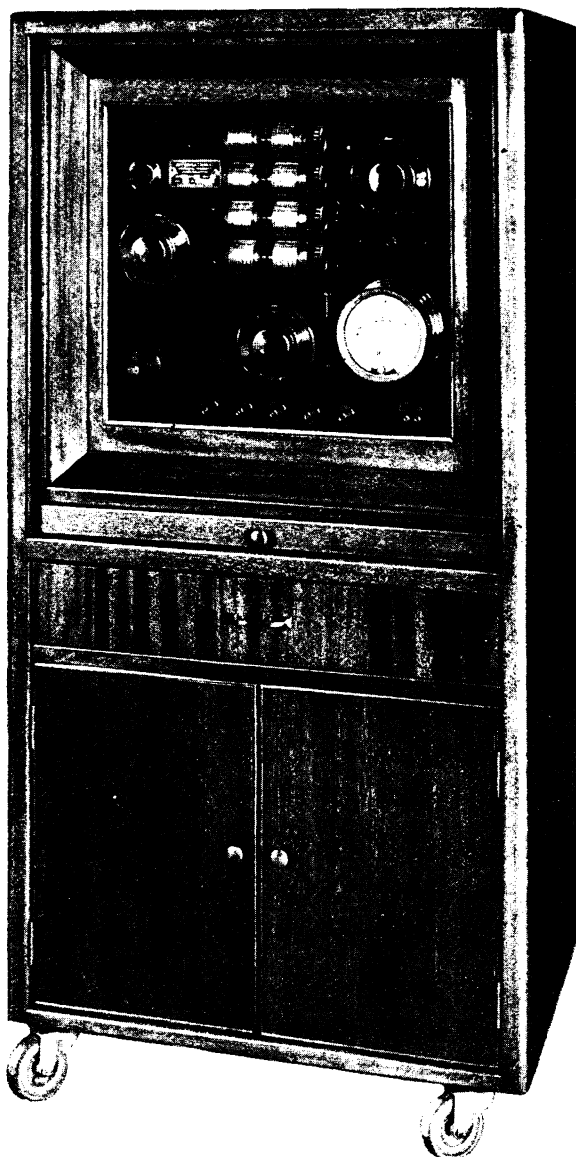
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APPROVED CLINICAL LABORATORIES

Excerpts from American Medical Association Essentials for An Approved Clinical Laboratory

Definition

"* * * A clinical pathologic laboratory is an institution organized for the practical application of one or more of the fundamental sciences by the use of specialized apparatus, equipment and methods, for the purpose of ascertaining the presence, nature, source and progress of disease in the human body."

"Only those clinical laboratories in which the space, equipment, finances, management, personnel and records are such as will insure honest, efficient and accurate work may expect to be listed as approved."

"The housing and equipment should be sufficient to permit all essential technical procedures to be properly carried out."

The Director

"The director of an approved clinical laboratory should be a graduate of an acceptable college or university of recognized standing, indicating proper educational attainments. He shall have specialized in clinical pathology, bacteriology, pathology, chemistry or other allied subjects, for at least three years. He must be a man of good standing in his profession."

"The director shall be on full time, or have definite hours of attendance, devoting the major part of his time to the supervision of the laboratory work."

"The director may make diagnoses only when he is a licensed graduate of medicine, has specialized in clinical pathology for at least three years, is reasonably familiar with the manifestation of disease in the patient, and knows laboratory work sufficiently well to direct and supervise reports."

"The director may have assistants, responsible to him. All their reports, bacteriologic, hematologic, biochemical, serologic and pathologic should be made to the director."

Records

"Indexed records of all examinations should be kept. Every specimen submitted to the laboratory should have appended pertinent clinical data."

Publicity

"Publicity of an approved laboratory should be directed only to physicians either through bulletins or through recognized technical journals, and should be limited to statements of fact, as the name, address, telephone number, names and titles of the director, and other responsible personnel, fields of work covered, office hours, directions for sending specimens, etc., and should not contain misleading statements. Only the names of those rendering regular service to the laboratory should appear on letter-heads or other form of publicity."

Fees

"* * * There should be no dividing of fees or rebating between the laboratory or its director and any physician, corporate body or group. * * *"

The following laboratories in California are among those approved by the Council on Medical Education and Hospitals of the American Medical Association:

**Clinical Laboratory of Drs. W. V. Brem, A. H. Zeiler and R. W. Hammack,
Pacific Mutual Bldg., Los Angeles, Calif.**

**Clinical Laboratory of Drs. Evans, Butka, and Pratt, 1052 W. Sixth St., Los
Angeles, Calif.**

**Pasadena Clinical Laboratory, 65 N. Madison Ave., Pasadena, Calif. Gustav
F. Ruediger, M. D., Director.**

**X-Ray and Pathological Laboratory, 203 Medico-Dental Bldg., Stockton,
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These laboratories use only standard methods and are fully equipped with the most modern apparatus to make all clinical examinations of value in: Pathology (frozen sections when ordered), Bacteriology, Chemistry, Hematology, Serology, Medico-legal, Basal metabolism, Blood chemistry, Autogenous vaccines and all other laboratory aids in diagnosis.

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Staff of Specialists

Whose practices are limited to the treatment of tuberculosis.

Modern Methods

Including partial antigens, artificial pneumothorax, thoracoplasty, helio and x-ray therapy, etc.

Visiting Specialists

Ear, nose and throat expert examines patients bi-weekly.
Dental surgeon in attendance.

Complete Equipment

Including laboratory, in charge of expert technician, carrying out all chemical, biological and research work.

X-Ray, Ultra-Violet, Basal Metabolism

Excellent Cuisine

Expert dietitian supervises menus and caters to patients presenting dietary problems.

All Patients

Are visited by staff physicians twice a day.

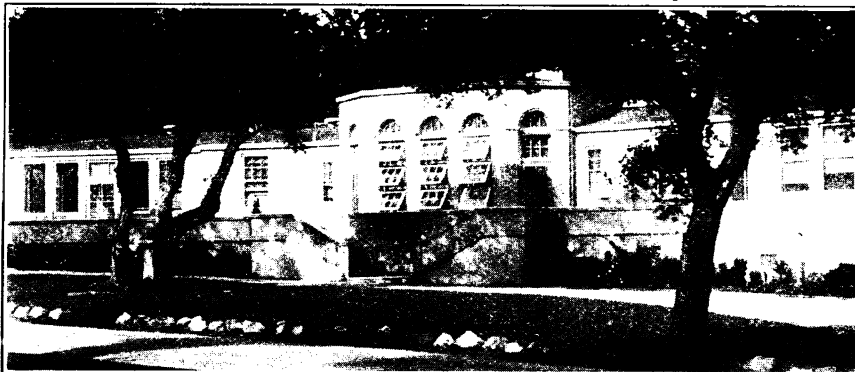
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